

Michigan WIC Program

Breastfeeding Planning and Tracking Log

FY: 2021

Generated Date: 08/04/2022

Local Agency: 81 Washtenaw Co. Public Health, WIC Clinic

Goal: Increase breastfeeding initiation rate and maintain 6 month duration rate.

Objective	Person Responsible	Projected Completion Date	Evaluation Method
Continue entry and exit surveys by PC	Peer Counselors	on-going	Monitor surveys
Activity	Actual Activity Date	Evaluation Method	Post-Activity Notes
Monthly survey data entry		Student interns to enter data	Make this into an on-going student project to enter 'entry' and 'exit' survey data onto a spread sheet and create a summary for the BF coordinator to discuss with all PC's.
Total number of surveys		Collected surveys	Since staff are working remotely, they have not had a chance to compile the surveys for evaluation

Objective	Person Responsible	Projected Completion Date	Evaluation Method
Develop innovative ways to create virtual and on-line support groups	Peer Counselors with the help of student interns	08/30/21	Monitor client attendance
Activity	Actual Activity Date	Evaluation Method	Post-Activity Notes
on-line learning		number of clients that attend	
Zoom BMBS	04/28/2021	Attendance/MIWIC schedule	Black Mothers Breastfeeding Social
Zoom Lessons	02/08/2021	Number of clients that attended	Unfortunately, it was too short a notice so no clients were scheduled. However, we have one each in March and April Classes.
Zoom Support Group-BMBS		Number of clients attend	
Zoom Spanish Group Meeting	02/25/2021	Number of clients attend	Would like to offer 3 times a year. dates to be determined soon.

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Page 2 of 3

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Evaluation of non-traditional hr	03/03/2021	Email to PC staff	Contacts when working from home are significantly lower (2-4 contacts/day) when compared to the contacts from office (7-9 contacts per day).
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Objective	Person Responsible	Projected Completion Date	Evaluation Method
Discuss this goal with all staff	WIC Breastfeeding Coordinator	on-going	Record meeting agenda, minutes, and sign in sheet
Activity	Actual Activity Date	Evaluation Method	Post-Activity Notes
Discuss goals in meetings	11/12/2020	record agenda, minutes & sign in	Make this is as a stand by topic for all meetings to discuss the indicator progress etc.
Staff meeting	10/15/2020	Meeting agenda/minutes	Staff aligned with the goal
PC meeting	02/25/2021	Meeting agenda/minutes	Revised PC task list and daily PC task summary template
PC team meeting	10/23/2020	Meeting agenda/minutes	Created PC task list

Objective	Person Responsible	Projected Completion Date	Evaluation Method
Increase breastfeeding initiation rate from 79.65% (BF rate report-point in time 4/27/20) to 80 and maintain 6 month duration rate 27.62% (BF duration report-point in time 4/27/20)	WIC BF Coordinator	on-going	Monitor MIWIC Initiation reports for initiation rates and ad-hoc reports for duration
Activity	Actual Activity Date	Evaluation Method	Post-Activity Notes
Monitor MIWIC BF Init reports	11/03/2020	Monitor trends & # of PC contact	Nov 2020 BF Initiation Rate: 75%
Monitor MIWIC BF Init reports	02/09/2021	Monitor trends & # of PC contact	Feb Initiation Rate: 77%
MIWIC BF Initiation Report	03/03/2021	BF Trends	Initiation rate 76%

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MIWIC BF Initiation report	02/03/2021	Monitor trends and PC contacts	Initiation rate: 76%
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Objective	Person Responsible	Projected Completion Date	Evaluation Method
Monitor PC contacts on monthly basis	WIC Breastfeeding Coordinator	on-going	enter monthly contacts for PG and BE/BP on a spread sheet

Activity	Actual Activity Date	Evaluation Method	Post-Activity Notes
monitor over all PC contacts	02/08/2021	Log total PC monthly contacts	Monitor monthly total PC contacts and compare these with total monthly PG, BE, BP enrollment. Oct: PG: 15; BE: 42; BP: 44; other: 62 (Total: 203) Nov: PG: 59; BE: 42; BP: 32; other: 63 (Total: 193) Dec: PG: 46; BE: 31; BP: 31; other: 62 (Total: 175)
PC Contacts	02/11/2021	BFC report-PC productivity	October2020: Total contacts:203; goal contacts: 320
PC contacts	02/08/2021	BFC report-PC productivity	November: Total Contacts: 193; Goal Contacts: 288
PC Contacts	02/11/2021	BFPC report	December: Total number of contacts: 175; Goal Contacts: 288